



5 COORDINATION/INTEGRATION
5.6 Other Local Initiatives/Collaboratives

Effective: 7/1/97
Revised: 3/1/98

POLICY: Local WIC Projects are encouraged to collaborate with other initiatives in the service area that address needs of the WIC population.

PROCEDURE:

A. IDENTIFICATION OF OTHER INITIATIVES

Local WIC Projects should identify other coalitions, task forces, or collaboratives that target the needs of the WIC population and determine the level of involvement warranted with those groups, given state and local WIC project goals and objectives, agency goals and objectives, and resources including time and funding. (See the "Summary of Coordination/Integration Methods and Programs/Services for the WIC Population" in Policy 5.2 as a starting point.) Examples of such groups include:

1. Community Needs Assessment (e.g., APEX, the public health needs assessment)
2. Breastfeeding coalitions
3. Tobacco Control coalitions
4. Community Nutritional Health coalitions/task forces (e.g., anti-hunger task forces)
5. 5-A-Day for Better Health coalitions (promotion of eating fruits and vegetables)
6. Team Nutrition
7. Other

NOTES:

Definition of Collaboration: As defined in Policy 5.1, *collaboration* is the exchanging of information, altering activities, sharing resources, and enhancing the capacity of another to achieve a common purpose.

Available resource:

- * University of Wisconsin - Madison/Extension, WIC Program, Nutrition Education and Training Program: Building Local Leadership for Community Nutritional Health, 1996. (Distributed to WIC Projects attending the session with this title at the 1996 Annual MCH/WIC Conference and to others in 1997, or may be purchased from UW Extension Ag Bulletins)